INDEX TO ARTICLES PUBLISHED IN ML IN 1964

1. MANAGEMENT

	Mo.	Page
'Black-Sky' Thinking in the Graphic Arts *By Lewis Walkup*	Jan.	28
Safety Pays Off in Quality (Conclusion) *By Alfred A. Jasser*	Jan.	42
Where Did You Miss Out in '63? *By Walter E. Soderstrom*	Jan.	47
EDP: Is It In Your Future? *By E. K. Norton, Jr.*	Feb.	20
Employee Motivation—New Weapon for Safety *By Louis M. Zale*	Feb.	22
Sell Color To Improve the Job *By Walter E. Soderstrom*	Feb.	34
Progressive Management Leads To Growth at Goodway	March	22
Direct Costing Offers Many Advantages *By Thomas R. Johnson*	March	41
Computers: Do They Have a Place in the Graphic Arts Right Now? *By John Seybold*	April	32
Safety with Solvents	June	43
Communications Stressed at Web-Offset Meeting	June	56
Litho Outgains Letterpress 2:1	July	38
Advancing To Management Through Litho Club Activity	Aug.	38
PIA Profit Survey	Sept.	42
Automation in Chicago	Sept.	44
Are You Ready for Tomorrow's Markets? *By Robert Konikow*	Sept.	58
25 Ways To Lose Money *By Mendel Segal*	Nov.	27
Mediation Smooths Labor Relations	Nov.	29
The Search for More Profits *By Benjamin Becker*	Nov.	34
Let's Increase Production *By Serge Mironovitch*	Dec.	22
What the Employer Can Say and Do *By Eugene A. Keeney*	Dec.	28
Whatever Happened to Profits? *By George Olmsted, Jr.*	Dec.	33

2. SALES AND PROMOTION

	Mo.	Page
Printing Week Roundup	Jan.	24
What Am I Bid? (Government Bids)	Feb.	18
Louisville Uses Mailings To Promote Printing	March	26
Sales Executives Discuss Problems *By Murray Monse*	June	52
Why Is Foreign Business Foreign? *By Theodore Niggli*	Aug.	26
Let's Automate Our Sales Force! *Al Hackl*	Aug.	34
Are You Ready for Tomorrow's Markets? *By Robert Konikow*	Sept.	58
It Pays To Advertise	Oct.	30
Do Printing Buyers Like Us? *By Roy Cowan*	Oct.	28
Christmas Letters Are Good Business *By William J. Taylor*	Nov.	24
GAA Award Winners	Nov.	37
25 Ways To Lose Money *By Mendel Segal*	Nov.	27

3. METAL DECORATING

	Mo.	Page
Solvents—They're Gassers! *By A. C. Karbum*	Jan.	53
Men, Machines and Management (Part 1)	Feb.	47
By William G. Caples		
Part 2	March	55
Quality Control in Decorating (Part 1) *By Donald D. Ortberg*	April	66
Part 2	May	61
Metal Decorating without Water *By D. B. Hurd*	May	59
Selling the Competitor's Customer *By Art Ho*	June	67
Metal Can Output Ahead of '63	July	87
Can Manufacturers Receive Safety Awards	July	87
CMI Launches Can Promotion	Aug.	59
NMDA To Feature Round Tables	Sept.	72
Trends In Labor Relations (Part 1) *By Earle K. Shawe*	Sept.	74
Part 2	Oct.	57
NMDA Hears About New Equipment	Nov.	81
Metal Litho Wins Three Awards	Nov.	83
Report on NMDA Meeting in San Francisco	Dec.	52

4. COPY PREPARATION AND DESIGN

	Mo.	Page
The Ben Day Machine *By Roger Callahan*	June	41
Many Winning Books Use Litho	Aug.	43
Map-Making Machine Developed in England	Sept.	37
GAA Competition Winners Announced	Oct.	26
What Has Happened To The Art of Typography? *By Eugene M. Ettenberg*	Oct.	35

5. CAMERA, PHOTOGRAPHY COLOR CORRECTION

	Mo.	Page
"Kelly the Cameraman", (Monthly Column) *By Ken Spade*		
Two Guys Named Joe	March	45
Highlight Bumps	April	47
Wiggle Sheets and Rescreens	May	69
A Busy Line Copy Morning	June	63
Consultants Visit Tony's Shop	July	47
Darkroom Discipline	Aug.	36
Book Reprints by Lithography	Sept.	45
There's a Doctor in the Darkroom	Oct.	37
Dreaming Up a Christmas Greeting	Nov.	32
Can You Pick 'Er Up?	Dec.	31
A Study of Dot Shapes for Contact Screens *By Richard E. Maurer*	June	35
The Ben Day Machine *By Roger Callahan*	June	41
25 Years of Photographic Progress *By Melvin Gevert*	July	30
Glass Screens *By Robert Yinger*	Sept.	40
Shrinks and Spreads *By David Davis*	Oct.	29
The Glass Screen Is a Has Been! *By Ken Spade*	Dec.	20

	Mo.	Page
A Simple Approach to Color Control *By Karl L. Thaxton*	Dec.	24

6. PLATEMAKING, STRIPPING, PROVING

Photo-Composing: A Series on Step-and-Repeat (Part 1) *By Stephen Sinkin*	Feb.	12
Part 2	March	32
Part 3	April	36
Part 4	May	43
What Is a Good Press Proof?	Sept.	36
Dry Air: The Thief In Your Pressroom *By Fred Rosenberg*	Sept.	38

7. PRESSWORK, INK

Litho Production Clinic (Presswork Problems) *By Frank Arbolino*	Feb.	43
Litho Production Clinic	April	53
72" Paper on 76" Presses	June	42
Safety with Solvents	June	43
Offset Blankets: Design, Function, Selection *By Dr. Karl Fox*	July	34
What Is a Good Press Proof?	Sept.	36
Dry Air: The Thief In Your Pressroom *By Fred Rosenberg*	Sept.	38
Why Don't Lithographers Print Gummed Labels?	Nov.	41
Let's Increase Production *By Serge Mironovitch*	Dec.	22
Big Future Seen for MICR	Dec.	26

8. PAPER

Adding a Web Press Needn't Be a Nightmare	May	34
72" Paper on 76" Presses	June	42
Web-Offset Meeting (Panel on Paper)	June	56
What Is a Good Press Proof?	Sept.	36
Dry Air: The Thief in Your Pressroom *By Fred Rosenberg*	Sept.	38
Why Don't Lithographers Print Gummed Labels?	Nov.	41
Whatever Happened to Profits? *By George Olmsted, Jr.*	Dec.	33

9. HISTORICAL

Six Decades of Lithography: Part 2 *By Adam Henri Reiser*	Jan.	32
Part 3	March	28
Part 4	June	44
Part 5	Sept.	46
25, 10, 5 Years Ago In ML	April	44
ML Recalls	Sept.	17

10. GENERAL (Including Conventions)

Printing Week Roundup	Jan.	24
Thermography Used as an Adjunct to Lithography	Jan.	26
Hoffman Callin, Where Jobs Go Around In Circles	Feb.	16
Printing Trends Look Bright for 1964	Feb.	26
Offset Helps Financial Printer Meet Deadlines	Feb.	30
Three Companies Team Up To Produce 3-D Printed Insert	March	18
GATF Meetings In Chicago	March	48
GATF Members Hear Plans for Pittsburgh Building	April	22
World's Fair: A Place for Business and Pleasure	April	24
RIT Plans $53 Million Campus	April	26
Litho Dominance Shown in FPBAA Awards	April	28
PIA OK's Merger; Changes Name	April	31
'New Directions' Is Mid-Atlantic Theme	April	41
Highlights of Westprint '64	May	36
Mid-Atlantic Litho Clinic Draws 400	May	38
GATF Elects New Officers, Hears Varied Reports	May	51
TAFA Stresses Electronics, Computers	May	56
R & E Council Examines World of Tomorrow	May	57
Westprint '64	June	48
Report on Westprint '64	July	26
NALC Marks Progress at Los Angeles	July	28
Litho Outgains Letterpress 2:1	July	38
Craftsmen Plan Boston Convention	July	39
TAGA Announces Fellowship Winners	July	41
1964/65 Buyers Guide	July	51
TAGA Awards Fellowships	Aug.	31
What To See at the World's Fair	Aug.	32
PIA Announces Convention Plans	Aug.	39
Exports Maintain Lead Over Imports	Aug.	46
Craftsmen Meeting in Boston	Aug.	49
NAPL Sets Program for 32nd Convention	Aug.	50
NAPL Meeting in New York	Sept.	34
Craftsmen Elect Van Hanswyk	Sept.	57
NAPL Exhibitors: Complete List	Sept.	64
The Divining Rod of C. M. Flint (Predictions of Graphic Arts Developments To Come)	Oct.	31
NAPL Looks To the Future	Oct.	39
PIA Concentrates on Profits	Oct.	52
Why Don't Lithographers Print Gummed Labels?	Nov.	41
GATF Forum in New York	Dec.	25
Big Future Seen for MICR	Dec.	26
Cold Type Meeting Exhibit Draws Big Crowd to Chicago	Dec.	37
POPAI Asks: "Who's Minding the Store?"	Dec.	44

11. EDUCATION

GATF Education Committee To Meet	March	48
Report of GATF Education Committee	April	22
Additional Report on GATF Education Group	May	51
Let's Automate Our Sales Force! (Training Course) *By Al Hackl*	Aug.	34
Newspapers Go Offset (Okla. State Training Course)	Nov.	31

12. WEB-OFFSET

Oklahoma Journal Uses Offset	Feb.	25
News-Times Converts To Offset	April	42
Web-Offset Presses: An Up-To-Date Survey (Part 1) *By John B. Scouller*	May	28
Web-Offset Section To Air Production Problems	May	33
Adding a Web Press Needn't Be a Nightmare	May	34
Web-Offset Presses (Part 2)	June	32
Web-Offset Research Report	June	81

	Mo.	Page
Communications Stressed at Web-Offset Meeting	June	56
Management Problems In Web-Offset *By Richard Dunbar*	July	36
PATRA Surveys Web-Offset	Aug.	30
Newspapers Go Offset	Nov.	31

AUTHORS

A

Arbolino, Frank, Litho Production Clinic	Feb.	43
Litho Production Clinic	April	53

B

Becker, Benjamin, The Search for More Profits	Nov.	34
Bruno, Michael, Web-Offset Research Report	June	81

C

Callahan, Roger, The Ben Day Machine	June	41
Caples, William G., Men, Machines & Management (Part 1)	Feb.	47
Part 2 (Conclusion)	March	55
Cowan, Roy, Report on Survey of Printing Buyers	Oct.	28

D

Davis, David, Shrinks and Spreads	Oct.	29
Drury, Harold F., Millions In New Markets	Nov.	26
Dunbar, Richard, Management Problems In Web-Offset	July	36

E

Ettenberg, Eugene M., What Has Happened To the Art of Typography?	Oct.	35

F

Fox, Dr. Karl, Offset Blankets: Design, Function, Selection	July	34

G

Gevert, Melvin, 25 Years of Photographic Progress	July	30

H

Hackl, Al, Let's Automate Our Sales Force!	Aug.	34
Ho, Art, Selling the Competitor's Customer	June	67
Hurd, D. B., Metal Decorating without Water	May	59

J

Jasser, Alfred A., Safety Pays Off in Quality (Concl.)	Jan.	42
Johnson, Thomas R., Direct Costing Offers Many Advantages	March	41

K

Karbum, A. C. Solvents—They're Gassers!	Jan.	53
Keeney, Eugene A., What the Employer Can Say and Do	Dec.	28
Konikow, Bob, Are You Ready for Tomorrow's Markets?	Sept.	58

M

Maurer, Richard E., A Study of Dot Shapes for Contact Screens (Elliptical Dots)	June	35
Mironovitch, Serge, Let's Increase Production	Dec.	22
Monse, Murray, What Am I Bid? Disparity In Bids for Government Contracts	Feb.	18

N

Niggli, Theodore, Why Is Foreign Business Foreign?	Aug.	26
Norton, E. K. Jr., EDP: Is It In Your Future?	Feb.	20

O

Olmsted, George, Jr., Whatever Happened to Profits?	Dec.	33
Ortberg, Donald B., Quality Control in Decorating (Part 1)	April	66
Part 2 (Conclusion)	May	59

R

Reiser, Adam Henri, Six Decades of Lithography (Part 2)	Jan.	32
Part 3	March	28
Part 4	June	44
Part 5	Sept.	46
Rosenberg, Fred, Dry Air: The Thief In Your Pressroom	Sept.	38

S

Scouller, John B., Web-Offset Presses (Survey)	May	28
Part 2	June	32
Segal, Mendel, 25 Ways To Lose Money	Nov.	27
Seybold, John, Computers: Do They Have a Place in the Graphic Arts Right Now?	April	32
Shawe, Earle K., Trends in Labor Relations (Part 1)	Sept.	72
Part 2 (Conclusion)	Oct.	57
Simkin, William E., Mediation Smooths Labor-Management Relations	Nov.	29
Sinkin, Stephen, Photo-Composing (Step-and-Repeat) (Part 1)	Feb.	12
Part 2	March	32
Part 3	April	36
Part 4 (Conclusion)	May	43
Soderstrom, Walter E. Where Did You Miss Out in '63?	Jan.	47
Sell Color To Improve Job	Feb.	34
Advancing To Management through Litho Club Activity	Aug.	38
Spade, Ken, "Kelly the Cameraman" monthly column beginning in March. (See Topic 5. in General Index for Individual Headings)		
The Glass Screen Is a Has Been!	Dec.	20

T

Taylor, William J., Christmas Letters Are Good Business	Nov.	24
Thaxton, Karl L., A Simple Approach to Color Control	Dec.	24

W

Walkup, Lewis, 'Black-Sky' Thinking in the Graphic Arts	Jan.	28

Y

Yinger, Robert, Glass Screens	Sept.	40

Z

Zale, Louis M., Employee Motivation—New Weapon for Safety	Feb.	22